



LOBEROTHEATRE

FOR IMMEDIATE RELEASE

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Event lineup and tickets are available at Lobero.org

Lobero Box Office: 33 E. Canon Perdido Street | 805.963.0761 | Lobero.org

Lobero Theatre Puts Giving At Your Fingertips

- **Starting October 18:** Text Lobero to 41444 To Make A Gift!
- New Features at Lobero.org include: Select Your Own Seat at Checkout, Facebook Integrations, and Automatic Ticket Reminders
 - Social Media #GiveDay Returns February 22, 2018

Santa Barbara, CA, October 18, 2017 – The Lobero may be California’s oldest continuously operating theatre, but that doesn’t mean we’re shying away from new media. The Lobero Theatre Foundation is proud to unveil new features for savvy arts patrons at the theatre and on Lobero.org—from selecting your own seat to making a gift via text, there are a lot of new ways to interact with your favorite local venue. Remember, even though we’re working hard to improve your digital experience, we’re always happy to offer human interaction at the box office and at every great performance.

The Lobero is embracing online giving in a variety of new ways. We embarked on our first virtual “Lobero Give Day” on February 22, 2017, raising over \$10K in online donations, and achieving a wide reach across several social platforms—#LoberoGiveDay was a viral success! Thanks to dozens of postings featuring photos, memories, and pledges from our patrons and fans, we estimate that the audience for Lobero Give Day was over 100,000+ impressions. It was so heartwarming to see friends and followers making gifts and sharing memories that the Lobero Theatre Foundation will make Give Day an annual tradition. **Save the date for our next Give Day, February 22, 2018—the 145th Birthday of Jose’s original theatre.**

Encouraged by the success of Give Day, we are engaging a new text donation service that allows patrons to make a gift right from their seats in the auditorium while attending Lobero LIVE events, or wherever a generous mood strikes. **Starting on Wednesday, October 18 patrons can Text Lobero to 41444 to make a donation via text.**

Ticket buyers may have noticed new improvements in the checkout process at Lobero.org, including the ability to choose your own seat from a virtual map of the auditorium. Featuring bold and easy-to-understand colors and markings, this feature helps patrons to see their seat before purchasing. This feature is already popular and utilized in many venues, and we believe that our patrons will enjoy utilizing this intuitive function to select the best seats in the Lobero’s intimate and inviting auditorium.

For several years, the Lobero has worked to stylize and improve their e-newsletter program, which has quickly become our most productive sales tool. The Lobero’s “eClub” members get first notice for newly announced events, ticket offers and special pre-sales. It’s not uncommon to see tickets get snatched up from online pre-sales and social media these activities

alone, so if you're not already receiving our newsletters, we encourage you to **sign up for the eClub by finding that envelope icon at Lobero.org, or, by calling the box office so they can assist in getting on that list.**

In addition, ticketholders can look forward to automated ticket reminder emails, so they won't miss that event they purchased six months before and now forgot about. Three days before the ticketed event, those who have emails in the system, or purchased online, will receive a little heads up reminding them of their plans.

For those who prefer Facebook as their preferred network, new integrations in place with Facebook allow users to purchase by logging into Lobero.org with their Facebook credentials, which means fewer forgotten passwords and an easy way to share events with their friends after purchasing tickets.

If you would like to take advantage of any of these features, please reach out to the Lobero Box Office at 805.963.0761, or visit Lobero.org.

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COMING UP FROM LOBERO LIVE:

Lobero LIVE presents [Sarah Jarosz with special guest Brother Roy](#)

Wednesday, October 18 at 8 PM

While still in her early 20's, Texas native Sarah Jarosz has earned her credibility in the world where contemporary folk, Americana and roots music intersect. Her reputation is built on three fronts—she is a gifted multi-instrumentalist (mandolin, octave mandolin, guitar, and banjo), an expressive and distinctive vocalist, and an accomplished songwriter.

Lobero LIVE presents [Ozomatli](#)

Thursday, October 19 at 8 PM

Hailing from Los Angeles, Ozomatli has found a way to represent the city's eclectic culture through music. Their new record recreates the magic of classic hits with a reggae dancehall vibe that only Ozomatli could make feel as natural as waves rolling in the Caribbean sands.

Jazz at the Lobero presents [Brad Mehldau](#)

Saturday, October 28

One of the most lyrical and intimate voices of contemporary jazz piano, Brad Mehldau has forged a unique path, which embodies the essence of jazz exploration, classical romanticism and pop allure. **Part of the Fall Jazz Series*

Lobero LIVE presents [The Robert Cray Band](#)

Monday, November 13

Blues guitarist Robert Cray, a five-time GRAMMY® winner and Blues Hall of Famer, is one of his generation's great musical storytellers.

Lobero LIVE presents [An Evening with Aaron Neville](#)

Sunday, December 3 at 7 PM

Grammy-award winning, R&B singer Aaron Neville, with his distinct New Orleans sound and unique voice, takes the Lobero stage this December for a soulful duo performance featuring Michael Goods on keyboards.

Jazz at the Lobero presents [Arturo Sandoval](#)

Wednesday, December 6

A protégé of the legendary jazz master Dizzy Gillespie, Arturo Sandoval was born in Artemisa, a small town in the outskirts of Havana, Cuba, on November 6, 1949, just two years after Gillespie became the first musician to bring Latin influences into American Jazz. **Part of the Fall Jazz Series*

Lobero LIVE presents [An Evening with David Rawlings](#)

Friday, March 2 at 8 PM

Acclaimed songwriter and guitarist David Rawlings will hit the road this spring in support of his third album, *Poor David's Almanack*, leaving the Dave Rawlings Machine moniker behind and serving up a wry mixture of acoustic and electric music rich in ageless American vernacular.

Jazz at the Lobero presents [Charles Lloyd And Friends: An 80th Birthday Celebration](#)

Thursday, March 15 at 8 PM

In celebration of his 80th birthday, Charles Lloyd presents an evening that spans the colorful arc of his life in music – from Memphis and the Mississippi Delta with Booker T. Jones to the universe beyond with Gerald Clayton, Julian Lage, Reuben Rogers, Eric Harland, and other special guests.

Lobero LIVE presents [It's Magic!](#)

Saturday, March 31 at 2 & 6:30 PM

America's longest-running magic revue returns to the Lobero to dazzle audiences with an all-new lineup of top illusionists direct from exotic showrooms and Hollywood's famous Magic Castle.

Lobero LIVE is sponsored by the Santa Barbara County Office of Arts and Culture, the Santa Barbara Independent, and KCSB 91.9 FM. Funded in part by the Events and Festivals Program using funds provided by the City of Santa Barbara in partnership with the Santa Barbara County Office of Arts and Culture.